



WFTV-TV
P.O. Box 863324
Orlando, FL 32886-3324
ph: (407) 841-9000
fx: (407) 841-8259

Advertiser
Agency
Buyer
Salesperson

Pol/Fl Vote No On 6 Committee (16832)
Media Strategies & Research (3796)
BEALE,RACHAEL
Cole, Brian (1232)
ph: (407) 841-9000

Invoice 652442
Inv Date 11/25/2012
Terms Net 30
Contract 327734
Bill Type Standard
Period 10/29/2012 - 11/25/2012

Media Strategies & Research
11350 Random Hills Road
Suite 670
Fairfax, VA 22030

AgM

Product Political - Issue (1068)
Brand FL VOTE NO ON 6 COMM E#11626 (135576)
Acct Types Local/Political
Est/Headline 11626/
Demo
Revision
Comments EST# 11626

CO-OP/Order Type No/Normal
Package
Gen. Date 11/27/2012 1:42:09PM

Orlando (WFTV)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
1.0	Spot	5:00:00AM- 5:30:00AM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/29/12 5:23AM (Mo)	00:30	FL6101H	\$900.00	
1.0	Spot	5:00:00AM- 5:30:00AM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/30/12 5:22AM (Tu)	00:30	FL6101H	\$900.00	
1.0	Spot	5:00:00AM- 5:30:00AM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/31/12 5:13AM (We)	00:30	FL6101H	\$900.00	
1.0	Spot	5:00:00AM- 5:30:00AM	Day,M-1,Tu-1,W-1,Th-1,F-1	11/01/12 5:13AM (Th)	00:30	FL6101H	\$900.00	
1.0	Spot	5:00:00AM- 5:30:00AM	Day,M-1,Tu-1,W-1,Th-1,F-1	11/02/12 5:22AM (Fr)	00:30	FL6101H	\$900.00	
2.0	Spot	5:00:00AM- 5:30:00AM	Day,M-1,Tu-1	11/05/12 5:14AM (Mo)	00:30	FL6101H	\$900.00	
2.0	Spot	5:00:00AM- 5:30:00AM	Day,M-1,Tu-1	11/06/12 5:23AM (Tu)	00:30	FL6101H	\$900.00	
3.0	Spot	5:30:00AM- 6:00:00AM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/29/12 5:53AM (Mo)	00:30	FL6101H	\$1200.00	
3.0	Spot	5:30:00AM- 6:00:00AM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/30/12 5:27AM (Tu)	00:30	FL6101H	\$1200.00	
3.0	Spot	5:30:00AM- 6:00:00AM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/31/12 5:30AM (We)	00:30	FL6101H	\$1200.00	
3.0	Spot	5:30:00AM- 6:00:00AM	Day,M-1,Tu-1,W-1,Th-1,F-1	11/01/12 5:30AM (Th)	00:30	FL6101H	\$1200.00	
3.0	Spot	5:30:00AM- 6:00:00AM	Day,M-1,Tu-1,W-1,Th-1,F-1	11/02/12 5:28AM (Fr)	00:30	FL6101H	\$1200.00	
4.0	Spot	5:30:00AM- 6:00:00AM	Day,M-1,Tu-1	11/05/12 5:30AM (Mo)	00:30	FL6101H	\$1200.00	
4.0	Spot	5:30:00AM- 6:00:00AM	Day,M-1,Tu-1	11/06/12 5:30AM (Tu)	00:30	FL6101H	\$1200.00	
5.0	Spot	6:00:00AM- 7:00:00AM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/29/12 6:28AM (Mo)	00:30	FL6101H	\$2500.00	
5.0	Spot	6:00:00AM- 7:00:00AM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/30/12 6:29AM (Tu)	00:30	FL6101H	\$2500.00	
5.0	Spot	6:00:00AM- 7:00:00AM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/31/12 6:13AM (We)	00:30	FL6101H	\$2500.00	
5.0	Spot	6:00:00AM- 7:00:00AM	Day,M-1,Tu-1,W-1,Th-1,F-1	11/01/12 6:23AM (Th)	00:30	FL6101H	\$2500.00	
5.0	Spot	6:00:00AM- 7:00:00AM	Day,M-1,Tu-1,W-1,Th-1,F-1	11/02/12 6:22AM (Fr)	00:30	FL6101H	\$2500.00	
6.0	Spot	6:00:00AM- 7:00:00AM	Day,M-1,Tu-1	11/05/12 5:59AM (Mo)	00:30	FL6101H	\$2500.00	
6.0	Spot	6:00:00AM- 7:00:00AM	Day,M-1,Tu-1	11/06/12 6:42AM (Tu)	00:30	FL6101H	\$2500.00	
7.0	Spot	7:00:00AM- 9:00:00AM	Day,M-2,Tu-1,W-2,Th-1,F-2	10/29/12 7:30AM (Mo)	00:30	FL6101H	\$2500.00	
7.0	Spot	7:00:00AM- 9:00:00AM	Day,M-2,Tu-1,W-2,Th-1,F-2	10/30/12 8:29AM (Mo)	00:30	FL6101H	\$2500.00	
7.0	Spot	7:00:00AM- 9:00:00AM	Day,M-2,Tu-1,W-2,Th-1,F-2	10/31/12 8:47AM (We)	00:30	FL6101H	\$2500.00	
7.0	Spot	7:00:00AM- 9:00:00AM	Day,M-2,Tu-1,W-2,Th-1,F-2	10/31/12 8:52AM (We)	00:30	FL6101H	\$2500.00	
7.0	Spot	7:00:00AM- 9:00:00AM	Day,M-2,Tu-1,W-2,Th-1,F-2	11/01/12 8:54AM (Th)	00:30	FL6101H	\$2500.00	
7.0	Spot	7:00:00AM- 9:00:00AM	Day,M-2,Tu-1,W-2,Th-1,F-2	11/02/12 7:25AM (Fr)	00:30	FL6101H	\$2500.00	
7.0	Spot	7:00:00AM- 9:00:00AM	Day,M-2,Tu-1,W-2,Th-1,F-2	11/02/12 8:55AM (Fr)	00:30	FL6101H	\$2500.00	
8.0	Spot	7:00:00AM- 9:00:00AM	Day,M-2,Tu-2	11/05/12 7:25AM (Mo)	00:30	FL6101H	\$2500.00	
8.0	Spot	7:00:00AM- 9:00:00AM	Day,M-2,Tu-2	11/05/12 7:59AM (Mo)	00:30	FL6101H	\$2500.00	
8.0	Spot	7:00:00AM- 9:00:00AM	Day,M-2,Tu-2	11/06/12 7:43AM (Tu)	00:30	FL6101H	\$2500.00	
8.0	Spot	7:00:00AM- 9:00:00AM	Day,M-2,Tu-2	11/06/12 8:42AM (Tu)	00:30	FL6101H	\$2500.00	
9.0	Spot	6:00:00AM- 9:00:00AM	Per week (1),Sa	11/03/12 6:44AM (Sa)	00:30	FL6101H	\$1400.00	
10.0	Spot	6:00:00AM- 9:00:00AM	Per week (1),Su	11/04/12 6:29AM (Su)	00:30	FL6101H	\$1300.00	
11.0	Spot	9:00:00AM- 10:00:00AM	Per week (1),Tu	10/30/12 9:44AM (Tu)	00:30	FL6101H	\$750.00	
12.0	Spot	10:00:00AM- 10:30:00AM	Per week (1),Mo	11/05/12 10:23AM (Mo)	00:30	FL6101H	\$700.00	
13.0	Spot	10:30:00AM- 11:00:00AM	Per week (1),Fr	11/02/12 10:57AM (Fr)	00:30	FL6101H	\$700.00	
14.0	Spot	11:00:00AM- 12:00:00PM	Day,Tu-1,Th-1	10/30/12 10:58AM (Tu)	00:30	FL6101H	\$1200.00	



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Line	Type	Scheduled	Schedule Days to Run	Air Time	Length		Copy/ISCI	Amount	Remarks
14.0	Spot	11:00:00AM-12:00:00PM	Day,Tu-1,Th-1	11/01/12 11:31AM (Th)	00:30		FL6101H	\$1200.00	
15.0	Spot	11:00:00AM-12:00:00PM	Per week (1),Mo	11/05/12 11:32AM (Mo)	00:30		FL6101H	\$1200.00	
16.0	Spot	12:00:00PM- 1:00:00PM	Day,M-1,W-1	10/29/12 12:21PM (Mo)	00:30		FL6101H	\$1100.00	
16.0	Spot	12:00:00PM- 1:00:00PM	Day,M-1,W-1	10/31/12 12:34PM (We)	00:30		FL6101H	\$1100.00	
17.0	Spot	1:00:00PM- 2:00:00PM	Per week (1),Fr	11/02/12 1:29PM (Fr)	00:30		FL6101H	\$900.00	
18.0	Spot	4:00:00PM- 5:00:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/29/12 4:39PM (Mo)	00:30		FL6101H	\$1200.00	
18.0	Spot	4:00:00PM- 5:00:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/31/12 4:13PM (We)	00:30		FL6101H	\$1200.00	
18.0	Spot	4:00:00PM- 5:00:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	11/01/12 4:25PM (Th)	00:30		FL6101H	\$1200.00	
18.0	Spot	4:00:00PM- 5:00:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	11/02/12 4:12PM (Fr)	00:30		FL6101H	\$1200.00	
19.0	Spot	4:00:00PM- 5:00:00PM	Per week (1),Mo	11/05/12 4:36PM (Mo)	00:30		FL6101H	\$1200.00	
20.0	Spot	5:00:00PM- 5:30:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/29/12 5:23PM (Mo)	00:30		FL6101H	\$2400.00	
20.0	Spot	5:00:00PM- 5:30:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/30/12 5:22PM (Tu)	00:30		FL6101H	\$2400.00	
20.0	Spot	5:00:00PM- 5:30:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/31/12 5:23PM (We)	00:30		FL6101H	\$2400.00	
20.0	Spot	5:00:00PM- 5:30:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	11/01/12 5:22PM (Th)	00:30		FL6101H	\$2400.00	
21.0	Spot	5:00:00PM- 5:30:00PM	Day,M-1	11/05/12 5:13PM (Mo)	00:30		FL6101H	\$2400.00	
22.0	Spot	5:30:00PM- 6:00:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/29/12 5:42PM (Mo)	00:30		FL6101H	\$2400.00	
22.0	Spot	5:30:00PM- 6:00:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/30/12 5:28PM (Tu)	00:30		FL6101H	\$2400.00	
22.0	Spot	5:30:00PM- 6:00:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/31/12 5:30PM (We)	00:30		FL6101H	\$2400.00	
22.0	Spot	5:30:00PM- 6:00:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	11/01/12 5:29PM (Th)	00:30		FL6101H	\$2400.00	
22.0	Spot	5:30:00PM- 6:00:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	11/02/12 5:52PM (Fr)	00:30		FL6101H	\$2400.00	
23.0	Spot	5:30:00PM- 6:00:00PM	Day,M-1	11/05/12 5:52PM (Mo)	00:30		FL6101H	\$2400.00	
24.0	Spot	6:00:00PM- 6:30:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/29/12 6:13PM (Mo)	00:30		FL6101H	\$3400.00	
24.0	Spot	6:00:00PM- 6:30:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/30/12 6:28PM (Tu)	00:30		FL6101H	\$3400.00	
24.0	Spot	6:00:00PM- 6:30:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/31/12 6:00PM (We)	00:30		FL6101H	\$3400.00	
24.0	Spot	6:00:00PM- 6:30:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	11/01/12 5:57PM (Th)	00:30		FL6101H	\$3400.00	
24.0	Spot	6:00:00PM- 6:30:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	11/02/12 6:00PM (Fr)	00:30		FL6101H	\$3400.00	
25.0	Spot	6:00:00PM- 6:30:00PM	Per week (1),Mo	11/05/12 6:22PM (Mo)	00:30		FL6101H	\$3400.00	
26.1	Spot	6:00:00PM- 7:00:00PM	Per week (1),Su	11/04/12 6:52PM (Su)	00:30		FL6101H	\$4250.00	
27.0	Spot	7:00:00PM- 7:30:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/29/12 7:05PM (Mo)	00:30		FL6101H	\$4250.00	
27.0	Spot	7:00:00PM- 7:30:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/30/12 7:13PM (Tu)	00:30		FL6101H	\$4250.00	
27.0	Spot	7:00:00PM- 7:30:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/31/12 7:25PM (We)	00:30		FL6101H	\$4250.00	
27.0	Spot	7:00:00PM- 7:30:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	11/01/12 7:06PM (Th)	00:30		FL6101H	\$4250.00	
27.0	Spot	7:00:00PM- 7:30:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	11/02/12 7:05PM (Fr)	00:30		FL6101H	\$4250.00	
28.0	Spot	7:00:00PM- 7:30:00PM	Per week (1),Mo	11/05/12 7:06PM (Mo)	00:30		FL6101H	\$4250.00	
29.0	Spot	7:30:00PM- 8:00:00PM	Day,W-1,Th-1	10/31/12 7:48PM (We)	00:30		FL6101H	\$4250.00	
29.0	Spot	7:30:00PM- 8:00:00PM	Day,W-1,Th-1	11/01/12 7:37PM (Th)	00:30		FL6101H	\$4250.00	
30.0	Spot	7:30:00PM- 8:00:00PM	Per week (1),Mo	11/05/12 7:43PM (Mo)	00:30		FL6101H	\$4250.00	
31.0	Spot	7:00:00PM- 7:30:00PM	Per week (1),Sa	11/03/12 7:18PM (Sa)	00:30		FL6101H	\$1400.00	
32.0	Spot	8:00:00PM-10:00:00PM	Per week (1),Mo	10/29/12 9:35PM (Mo)	00:30		FL6101H	\$15000.00	



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Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
33.0	Spot	9:00:00PM-10:00:00PM	Per week (1),Tu	10/30/12 9:22PM (Tu)	00:30	FL6101H	\$9000.00	
34.0	Spot	8:00:00PM-11:00:00PM	Per week (1),Th	11/01/12 7:59PM (Th)	00:30	FL6101H	\$7000.00	
35.0	Spot	10:00:00PM-11:00:00PM	Per week (1),Fr	11/02/12 10:45PM (Fr)	00:30	FL6101H	\$5000.00	
36.0	Spot	8:00:00PM- 9:00:00PM	Per week (1),Su	11/04/12 8:39PM (Su)	00:30	FL6101H	\$9500.00	
37.0	Spot	11:00:00PM-11:35:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/29/12 11:29PM (Mo)	00:30	FL6101H	\$3000.00	
37.0	Spot	11:00:00PM-11:35:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/30/12 11:22PM (Tu)	00:30	FL6101H	\$3000.00	
37.0	Spot	11:00:00PM-11:35:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/31/12 11:28PM (We)	00:30	FL6101H	\$3000.00	
37.0	Spot	11:00:00PM-11:35:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	11/01/12 11:33PM (Th)	00:30	FL6101H	\$3000.00	
37.0	Spot	11:00:00PM-11:35:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	11/02/12 11:22PM (Fr)	00:30	FL6101H	\$3000.00	
38.0	Spot	11:00:00PM-11:35:00PM	Per week (1),Mo	11/05/12 11:29PM (Mo)	00:30	FL6101H	\$3000.00	
39.0	Spot	11:00:00PM-11:35:00PM	Per week (1),Su	11/04/12 11:14PM (Su)	00:30	FL6101H	\$3000.00	
40.0	Spot	12:05:00AM- 1:05:00AM	Day,M-1,W-1,Th-1	10/29/12 1:06AM (Mo)	00:30	FL6101H	\$500.00	
40.0	Spot	12:05:00AM- 1:05:00AM	Day,M-1,W-1,Th-1	10/31/12 12:57AM (We)	00:30	FL6101H	\$500.00	
40.0	Spot	12:05:00AM- 1:05:00AM	Day,M-1,W-1,Th-1	11/01/12 1:01AM (Th)	00:30	FL6101H	\$500.00	
41.0	Spot	12:05:00AM- 1:05:00AM	Per week (1),Mo	11/05/12 12:23AM (Mo)	00:30	FL6101H	\$500.00	
42.0	Spot	11:35:00PM-12:05:00AM	Day,Tu-1,Th-1	10/30/12 12:01AM (Tu)	00:30	FL6101H	\$1200.00	
42.0	Spot	11:35:00PM-12:05:00AM	Day,Tu-1,Th-1	11/01/12 12:02AM (Th)	00:30	FL6101H	\$1200.00	
43.0	Spot	11:35:00PM-12:05:00AM	Per week (1),Mo	11/05/12 11:54PM (Mo)	00:30	FL6101H	\$1200.00	M/G For 18.0.1
44.0	Spot	7:00:00AM- 9:00:00AM	Day,Sa-1	11/03/12 7:14AM (Sa)	00:30	FL6101H	\$1200.00	M/G For 20.0.1
45.0	Spot	7:00:00AM- 9:00:00AM	Day,Tu-1	11/06/12 8:55AM (Tu)	00:30	FL6101H	\$2400.00	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.



Gross Total	\$244,300.00	Total Spots	98
Commission	(\$36,645.00)		
Net Total	\$207,655.00		

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.